WHAT IS CLAIMED IS:

A process for preparing detergent agglomerates characterized by the steps of

- (a) providing a non-linear viscoelastic surfactant paste including, by weight of said surfactant paste, from 70% to 95% of a detersive surfactant, from 5% to 30% of water, and an excess amount of an alkali metal hydroxide such that the pH of said surfactant paste is at least 10;
- (b) regulating the temperature of said surfactant paste within a range from 50°C to 80°C so that said surfactant paste is processable and stable for at least 48 hours;
- (c) charging said surfactant paste into a high speed mixer/densifier;
- (d) inputting from 1% to 70% by weight of a detergency builder into said high speed mixer/densifier; and
- (e) agglomerating said surfactant paste and said builder by treating said surfactant paste and said builder initially in said high speed mixer/densifier and subsequently in a moderate speed mixer/densifier so as to form said detergent agglomerates.
- 2. The process according to claim 1 wherein said surfactant paste is substantially free of materials which produces a gas when reacted with an acid.
- 3. The process according to claims 1-2 wherein said alkali metal hydroxide in said surfactant paste is sodium hydroxide.
- 4. The process according to claims 1-3 wherein said detersive surfactant is a mixture of alkyl sulfate and linear alkylbenzene sulfonate surfactants in a weight ratio of from 1:1 to 5:1.
- 5. The process according to claims 1-4 further characterized by the step of drying said detergent agglomerates.
- 6. The process according to claims 1-5 wherein said detergency builder is aluminosilicate.
- 7. The process according to claims 1-6 wherein said regulating step renders said surfactant paste stable for at least 72 hours.

Claim

- 8. The process according to elaims 1-7 wherein said regulating step includes the step of maintaining said surfactant paste stable for at least 170 hours.
- 9. The process according to claims 1-8 wherein said regulating step includes the step of maintaining said surfactant paste within a temperature of from 60°C to 75°C.
 - The process according to claims 1-9 further characterized by the step of maintaining said surfactant paste substantially free of contaminant materials having a pH of less than 7.

add